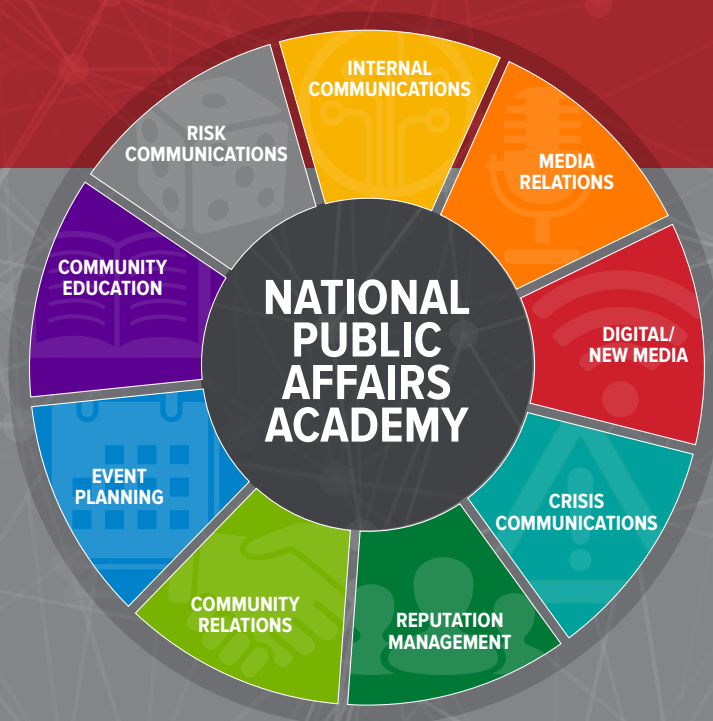
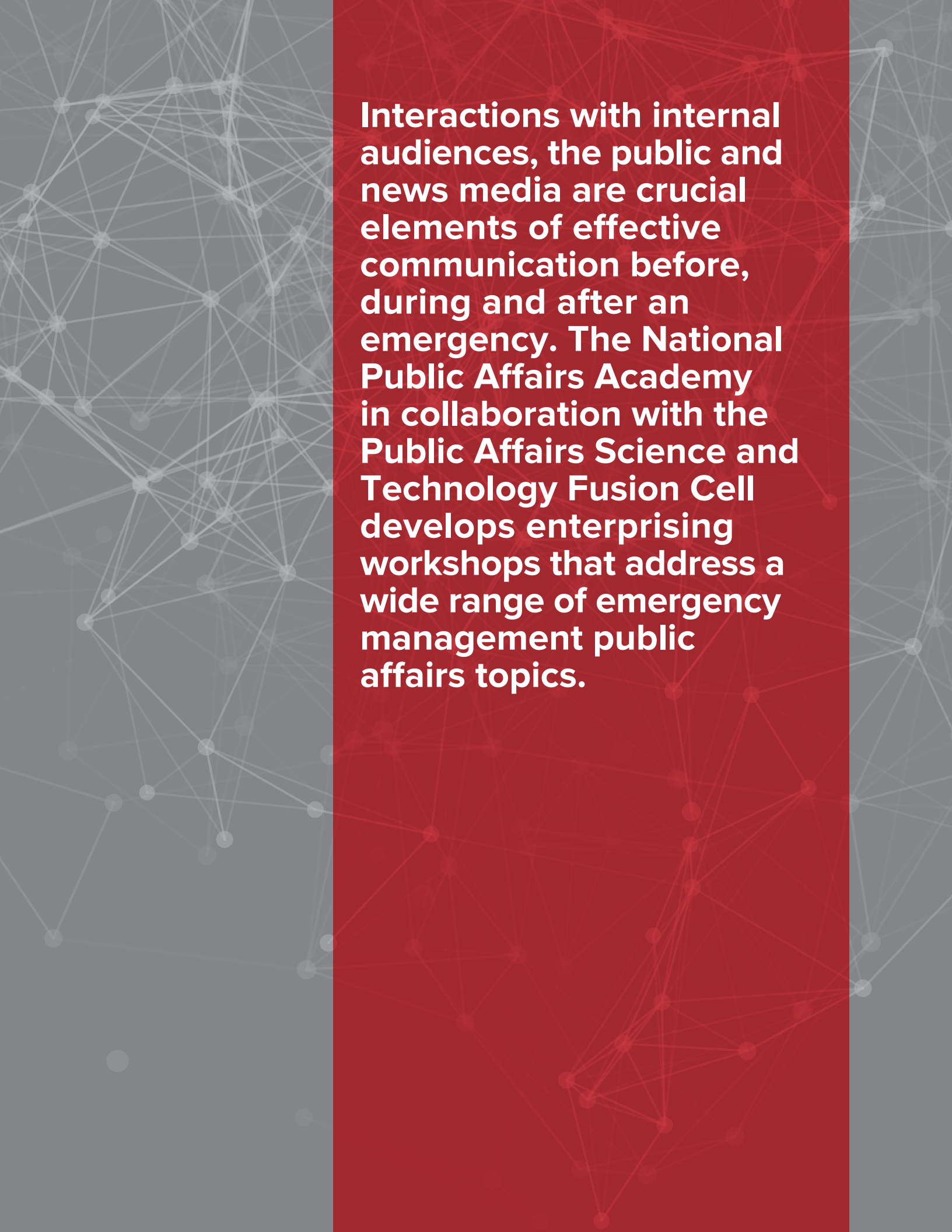


LEARN FROM THE PAST & PREPARE FOR THE FUTURE





Interactions with internal audiences, the public and news media are crucial elements of effective communication before, during and after an emergency. The National Public Affairs Academy in collaboration with the Public Affairs Science and Technology Fusion Cell develops enterprising workshops that address a wide range of emergency management public affairs topics.

Abbreviated Course Listing

PUBLIC AFFAIRS

PAA101	Public Affairs Awareness for Leadership
PAA102	Public Affairs Immersive Training for Communication Professionals

RISK AND CRISIS COMMUNICATION

RC200	Risk and Crisis Communication Methodology and Strategy
RC201	Joint Information System and Joint Information Center Operations and Strategy
RC202	Identifying and Addressing Communication Complexities
RC203	Building and Maintaining a Resilient Joint Information System
RC204	Risk and Crisis Communication Strategy and Practice for Radiological and Nuclear Incidents
RC205	Risk and Crisis Communication Strategies for Dam Emergencies
RC206	Risk and Crisis Communication Practice for Telephone Teams
RC207	Risk Communication — Moving Individuals from Awareness to Action

SOCIAL MEDIA TECHNOLOGY AND DIGITAL COMMUNICATION

SMDC300	Social Media Technology and Digital Communication
SMDC301	Advanced Social Media Technology and Digital Communication
SMDC302	Advanced Social Media Strategy and Analytics
SMDC303	The Social JIS/JIC
SMDC304	Social Media for Situational Awareness
SMDC305	Social Media Monitoring and Reporting

PUBLIC INFORMATION TECHNOLOGY AND DIGITAL COMMUNICATION

PITC400	Public Information Technology and Practice for Smartphones and Tablets
PITC401	“Go Live” Livestreaming Technology and Practice
PITC402	Mapping GIS Tools and Techniques for Public Affairs
PITC403	Podcasts and Smart Technology for Public Information

MEDIA RELATIONS

MR500	Preparing the Spokesperson
MR501	Spokesperson for Leadership and Subject-Matter Experts
MR502	Spokesperson for PIOs/PAOs
MR503	Intense Spokesperson

EXERCISES AND DRILLS

Train to Prepare, Exercise to Respond



TARGET AUDIENCE

- Communication Professionals
- Decision-Makers and Senior Leaders
- Emergency Management
- Emergency Medical Services
- Fire Services
- Government Agencies
- Health Care
- Law Enforcement
- Public Health
- Public Safety
- Social Media Managers
- Subject-Matter Experts

PUBLIC AFFAIRS AWARENESS FOR LEADERSHIP PAA101

This half-day course is intended for leadership, decision makers and senior managers. The role of the public information officer/public affairs officer/external affairs officer has evolved over the years into much more than simple media relations. In this course, the expanded role of professional communicators is explained and discussed to address internal communications, community relations and education, digital and social media, event planning, and reputation management. Course participants are encouraged to engage in open dialogue to examine the responsibilities, staffing recommendations, training requirements and the funding necessary to support effective public affairs efforts.

Maximum participants 25

PUBLIC AFFAIRS IMMERSIVE TRAINING FOR COMMUNICATION PROFESSIONALS PAA102

This customizable, highly immersive public affairs training for communication professionals can be delivered on-campus at Argonne National Laboratory or at a sponsor location. Focus areas include: methodologies and strategies for identifying and addressing target audiences; coordinating on-scene logistics; using the PIO Public Information Technology Go Kit; employing best practices for news media staging; effectively using news conference stagecraft; communicating visually enhanced digital media techniques to increase engagement; employing media outreach methods and strategies, including preparing effective media packets; becoming familiar with news media law and policy; methodologies and strategies for risk and crisis communication; message development; spokesperson preparation and conduct; and practical solutions using public information and situational awareness technology with hands-on interaction leveraging digital technology, social media and emerging tools/techniques. During this training, participants will have the opportunity to engage in a variety of intense and fast-paced media interviews, employ hands-on interaction with digital and social media, and participate in a number of practical exercises that reinforce message development, methodology and strategy.

Maximum participants 25





TARGET AUDIENCE

- Communication Professionals
- Decision-Makers and Senior Leaders
- Emergency Management
- Emergency Medical Services
- Fire Services
- Government Agencies
- Health Care
- Law Enforcement
- Public Health
- Public Safety
- Social Media Managers
- Subject-Matter Experts

RISK AND CRISIS COMMUNICATION METHODOLOGY AND STRATEGY RC200

This two-day workshop is specifically designed for public information officers, public affairs officers, communication professionals, emergency managers and Joint Information Center staff. Participants learn and apply focused methodologies and strategies for: (1) identifying and addressing target audiences; (2) considering the literacy levels of your audiences; (3) communication strategies; (4) social media trends and principles; (5) social media legal matters; (6) employing news media outreach; (7) news media policy; (8) coordinating media staging and on-scene logistics; and (9) creating digital media kits.

Maximum participants 25

JOINT INFORMATION SYSTEM AND JOINT INFORMATION CENTER OPERATIONS AND STRATEGY RC201

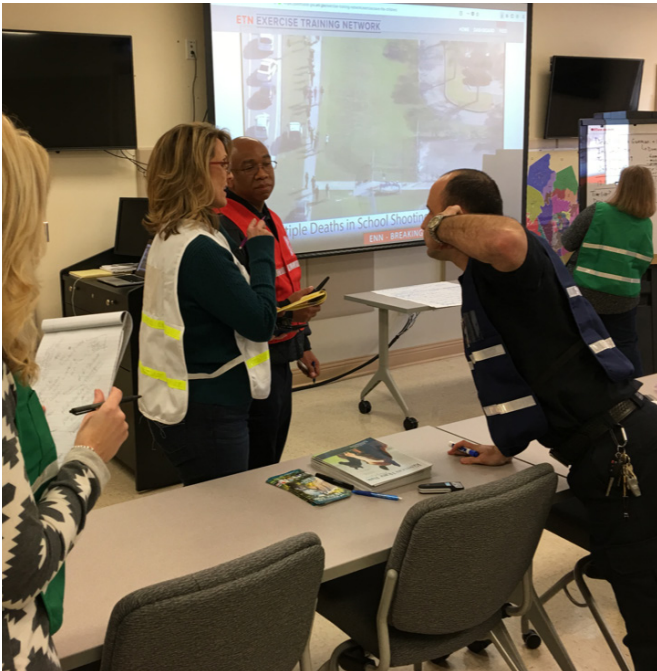
This two-day workshop, intended for public affairs professionals and Joint Information Center staff, prepares participants to build relationships and work alongside government, non-government, private, nonprofit and emergency/disaster aid organizations with a common goal of communicating with one voice to multiple stakeholders. Participants work in group sessions that facilitate planning, coordination, team building and implementation of Joint Information System and Joint Information Center (JIS/JIC) best practices. The workshop includes live news broadcasts, simulated radio broadcasts and digital news stories, and taped participant interviews that utilize one of the safest and most realistic training environments, the Exercise News Network. Participants have the opportunity to practice gathering, analyzing and verifying information; crafting and coordinating messaging; disseminating and monitoring information via multiple communication channels; and tracking and documenting incoming data. Real-world social media platforms, including Facebook, Instagram, and Twitter, are integrated into the final course exercise.

Maximum participants 25

IDENTIFYING AND ADDRESSING COMMUNICATION COMPLEXITIES RC202

This two-day training is for public affairs personnel, emergency management staff, government officials and subject-matter-experts tasked with providing emergency public information. In this course participants will be introduced to communication complexities and considerations that communicators should take into account when crafting messages during high-stress events. Case studies will be employed to reinforce the importance of identifying and addressing communication complexities during such times. The course will focus on identifying and formulating strategies to address 12 communication complexities that communities will likely encounter when preparing for, responding to or recovering from emergency events.

Maximum participants 25



BUILDING AND MAINTAINING A RESILIENT JOINT INFORMATION SYSTEM RC203

This one-day training is for public affairs personnel, emergency management staff, government officials and subject-matter-experts tasked with emergency public information responsibilities. Participants will gain experience and expertise in building and maintaining a robust Joint Information System (JIS). Based on National Incident Management System (NIMS) requirements, this course focuses on recruiting for the JIS, building bench strength, elements of mutual aid and assistance, employing emergency management assistance compacts, identifying and developing JIS capabilities, and key planning considerations for maintaining a resilient JIS.

Maximum participants 25

RISK AND CRISIS COMMUNICATION STRATEGY AND PRACTICE FOR RADIOLOGICAL AND NUCLEAR INCIDENTS RC204

This two-day workshop is specifically designed to address risk and crisis communication for radiological and nuclear incidents. Recognizing the unique challenges associated with these events, participants will learn how to apply focused communication strategies and practices; identify and address communication complexities; identify and address target audiences; coordinate the communication of public information and speak with “one voice;” coordinate news conferences and effectively utilize news conference stagecraft; employ best practices for news media staging; develop radiological and nuclear incident key messages and talking points utilizing a message map; effectively communicate key messages and talking points on-camera; and implement social media strategies and best practices.

Maximum participants 25

RISK AND CRISIS COMMUNICATION STRATEGIES FOR DAM EMERGENCIES RC205

This interactive workshop will focus on understanding the fundamentals of risk and crisis communication strategies for dam emergencies. Using practical and participatory exercises, the workshop will cover the basics of risk communication, theories of protective action decision making, and how to communicate protective actions effectively based on the nature of the incident. Expert instructors in risk and crisis communication will provide workshop participants with skills, models and tools to enable effective response and communication for a wide range of dam safety emergencies and incident. This workshop will conclude with a half-day tabletop exercise (TTX) aimed at examining and exercising communication plans. The TTX scenario will involve a simulated dam-focused incident at a local dam.

Maximum participants 25

RISK AND CRISIS COMMUNICATION PRACTICE FOR TELEPHONE TEAMS RC206

This highly interactive half-day workshop is for agency staff who will interact with the media and public during emergency events as members of a telephone team. Key points to be stressed during the training include understanding how the telephone team fits into the Joint Information System/Center structure, and understanding responsibilities for providing approved, releasable information to callers. The course also focuses on how to speak with “one voice” to multiple stakeholders and the tools necessary to be effective. Participants will engage in extensive telephone interview practice and role-playing. Message delivery, methodology and strategy will be reinforced throughout this workshop.

Maximum participants 12

RISK COMMUNICATION — MOVING INDIVIDUALS FROM AWARENESS TO ACTION RC207

This interactive two-day course is designed for practitioners who have a role in working with and communicating risk to internal and external audiences. Participants will enhance their skills in applying key risk communication concepts and strategies to develop effective messages and outreach approaches. With a focus on understanding and using risk communication methods to motivate appropriate preparedness and response behaviors, the course examines the communication needs of different populations; how to create effective alerts and warnings rooted in research-based social science; and sharing best practices that demonstrate the ability to apply risk communication concepts to motivate action.

Maximum participants 25





TARGET AUDIENCE

- Communication Professionals
- Decision-Makers and Senior Leaders
- Emergency Management
- Emergency Medical Services
- Fire Services
- Government Agencies
- Health Care
- Law Enforcement
- Public Health
- Public Safety
- Social Media Managers
- Subject-Matter Experts

SOCIAL MEDIA TECHNOLOGY AND DIGITAL COMMUNICATION SMDC300

This two-day foundational workshop — designed for public information and public affairs officers, government communicators and emergency management personnel — offers practical solutions utilizing the most current and accessible public information and situational awareness technology. Social Media Technology and Digital Communication training provides hands-on interaction and practice with tablet technology, mobile applications and social media.

Maximum participants 25

ADVANCED SOCIAL MEDIA TECHNOLOGY AND DIGITAL COMMUNICATION SMDC301

Designed for public information and public affairs officers, government communicators and emergency management personnel ready for more advanced training, this customizable two- or three-day course builds upon the skills learned in the introductory Social Media Technology and Digital Communication (SMDC300) course. This training provides next-level hands-on interaction with mobile technology, mobile applications, social media and emerging technology. Participants are exposed to the skills necessary to implement advanced technology techniques to support emergency management operations.

Prerequisite SMDC300

Maximum participants 25

ADVANCED SOCIAL MEDIA STRATEGY AND ANALYTICS SMDC302

Designed for public information and public affairs officers, government communicators and emergency management personnel, this one-day course provides participants with an understanding of the importance of creating a comprehensive social media strategy and practice in evaluating social media analytics. Course participants are empowered with the tools to develop a social media strategy and the ability to effectively analyze and evaluate social media analytics.

Prerequisite SMDC300

Maximum participants 25

THE SOCIAL JIS/JIC SMDC303

Intended for public affairs professionals and Joint Information Center staff, this two-day course prepares participants to build relationships and work alongside partners with a common goal of communicating with “one voice” to multiple stakeholders using technology and social media. With extensive social media hands-on practice for internal and external communication, participants work in group sessions to implement best practices and lessons learned that facilitate planning, coordination, team building and implementation of Joint Information System/Center functions. Participants are given the opportunity to practice gathering, analyzing and verifying information; crafting and coordinating messaging; disseminating information via multiple communication channels; tracking and documenting incoming data; and monitoring multiple communication channels using social media techniques.

Prerequisites RC201, PITC400

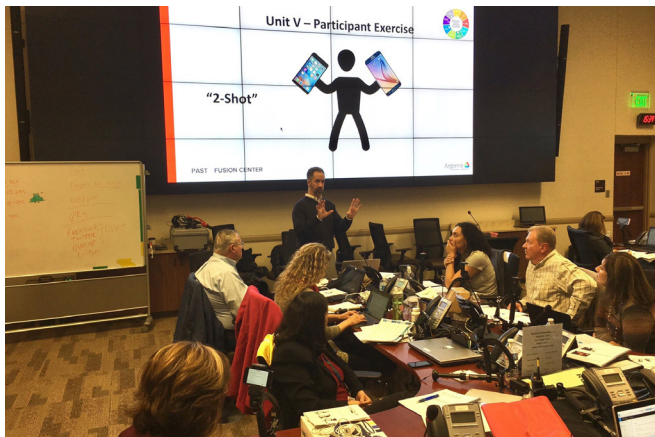
Maximum participants 25

SOCIAL MEDIA FOR SITUATIONAL AWARENESS SMDC304

This one-day training is for public affairs personnel, emergency management staff, government officials and subject-matter-experts tasked with maintaining situational awareness of emergency public information (EPI) activities. Participants will identify strategies, tools and techniques to leverage social media for situational awareness. The course focuses on demonstrating the ability to perform native searches using social media platforms; using third-party search tools; and discussing strategies and techniques to leverage crowd-sourced tools to make informed EPI decisions. All course units employ a combination of lecture and extensive hands-on practice.

Prerequisites RC201, PITC400

Maximum participants 25

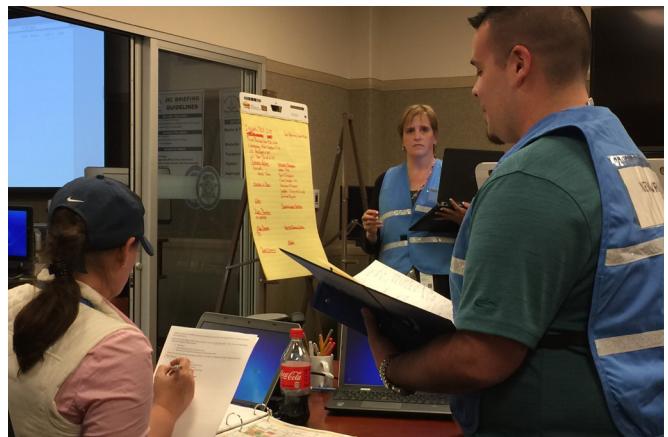


SOCIAL MEDIA MONITORING AND REPORTING SMDC305

This one-day training is for public affairs personnel, emergency management staff, government officials and subject-matter experts responsible for social media monitoring and reporting during an emergency. Participants will gain experience in using tools that monitor media- and public-based information sources such as social media and aid in developing messages during an event. The course focuses on learning strategies for monitoring social media and reporting by tracking activity and using social media resources to ensure approved information is readily available. All course units employ a combination of lecture and extensive hands-on practice.

Prerequisites RC201, PITC400

Maximum participants 25





TARGET AUDIENCE

- Communication Professionals
- Decision-Makers and Senior Leaders
- Emergency Management
- Emergency Medical Services
- Fire Services
- Government Agencies
- Health Care
- Law Enforcement
- Public Health
- Public Safety
- Social Media Managers
- Subject-Matter Experts

PUBLIC INFORMATION TECHNOLOGY AND PRACTICE FOR SMARTPHONES AND TABLETS PITC400

Creative, call-to-action crisis and sunny-day video and photo messaging is a must for public information and public affairs officers. This course will enable communicators to tell stories in new and creative ways, presenting a unique opportunity to influence how information is perceived and acted upon. Customizable over one to two days, this hands-on workshop is designed to teach participants how to make the most of their smartphones and tablets to capture and share the most effective photos and video possible. The workshop exposes participants to a variety of inexpensive mobile apps (available on Apple and Android platforms) that allow the user to edit and enhance digital imagery on smart devices. Participants focus on capturing, editing and utilizing digital photos and videos for a variety of applications, including social media.

Maximum participants 14

“GO LIVE” LIVESTREAMING TECHNOLOGY AND PRACTICE PITC401

The evolution and availability of livestreaming technology has made it widely accepted and allows all of us to publish our stories to audiences around the world within moments. This two-day course is designed for public information and public affairs officers and provides the necessary skills to empower practitioners to tell their agency’s story “live” utilizing accessible and low-cost technology. This course includes an introduction to unmanned aerial photography vehicles with live demonstrations. “Going live” is a crucial communication practice to employ when it’s necessary to reach affected communities before, during and after emergencies and when communicating during routine times. Participants learn livestreaming techniques and gain a familiarity with the associated technology and equipment.

Prerequisite PITC400.

Maximum participants 14

MAPPING GIS TOOLS AND TECHNIQUES FOR PUBLIC AFFAIRS PITC402

This one-day workshop, designed for public safety officials, government communicators and emergency management personnel, offers practical solutions, lessons learned and best practices using Geographic Information System (GIS) technology to enhance public messaging. This training provides an introduction to mapping and GIS technology along with an overview of types of mapping and GIS software; offers best practices for enhancing and adding value to public messaging using mapping and GIS software; and uses case studies to provide lessons learned and best practices. Participants will gain hands-on interaction with GIS technology and emerging tools and techniques to add value to emergency public information.

Maximum participants 25

PODCASTS AND SMART TECHNOLOGY FOR PUBLIC INFORMATION PITC403

Today’s digital landscape is ever-expanding and audiences have multiple channels available to receive and consume information. Digital audio files available on the Internet and virtual artificial intelligence assistance have become a popular and a growing means by which people gather information. This workshop, designed for communication professionals, teaches participants how to create podcasts and voice-activated public information using various available and emerging technologies. Attendees will learn how and when to use these channels to communicate timely and accurate public information.

Maximum participants 20



**TARGET AUDIENCE**

- Communication Professionals
- Decision-Makers and Senior Leaders
- Emergency Management
- Emergency Medical Services
- Fire Services
- Government Agencies
- Health Care
- Law Enforcement
- Public Health
- Public Safety
- Social Media Managers
- Subject-Matter Experts

PREPARING THE SPOKESPERSON MR500

This half-day training is for public affairs personnel, emergency management staff and government officials tasked with preparing a spokesperson to disseminate public information. Participants will gain experience to help them better prepare a spokesperson to effectively communicate with the media and public in both emergency and non-emergency events. This course focuses on developing key messages by identifying and addressing target audiences; learning how to use a message map; embracing strategies that support timely and accurate public communication; examining available tools for reaching target audiences; and highlighting useful coaching techniques that aid in ensuring messages hits their mark.

Maximum participants 25

SPOKESPERSON FOR LEADERSHIP AND SUBJECT-MATTER EXPERTS MR501

This one-day workshop is designed for policymakers, elected officials, government officials, emergency management directors and subject-matter experts who may communicate with the news media before, during or after an emergency. This training allows officials and information professionals to improve their communication skills and employ new ones. In a constructive environment that involves extensive hands-on practice, participants gain a better understanding of (1) the news media; (2) what information the public wants and needs; (3) identifying and addressing target audiences; (4) how to use a message map to develop quotable sound bites; (5) how to take and maintain control of interviews; (6) the effect of body language and other non-verbal communication; and (7) how to conduct a remote interview. Attendees have the opportunity to participate in multiple on-camera interviews, learn best practices for news media staging, and effectively understand and use news conference stagecraft.

Maximum participants 12

SPOKESPERSON FOR PIOS/PAOS MR502

This one-day workshop, developed for public information officers (PIOs) and public affairs officers (PAOs), prepares participants to work confidently with news media and make their points more effectively. The exchange between reporter and spokesperson helps shape a story; influence the public; and provide important information to target audiences before, during and after an emergency. In a constructive environment, participants train on- and off-camera and gain a better understanding of (1) the role of the PIO/PAO; (2) how the news media works; (3) what information the public wants and needs; (4) how to use a message map to develop quotable sound bites; (5) how to take and maintain control of interviews; (6) the effect of body language and other non-verbal communication; and (7) how to conduct a remote interview. Attendees have the opportunity to participate in multiple on-camera interviews, learn best practices for news media staging, and effectively understand and use news conference stagecraft.

Maximum participants 12

INTENSE SPOKESPERSON MR503

This one-day advanced spokesperson training is for experienced spokespersons who may be called upon to interact with the news media and want to take their skills to the next level. Participants will review the methodologies and strategies for identifying and addressing target audiences, and how to develop key messages using a message map. For the bulk of the training, participants will engage in a variety of intense and fast-paced on-camera interviews. Interview scenarios include one-on-one and two-on-one in-person; Skype on-cam; simulated in-studio live radio; and print-style with a reporter on the phone.

Prerequisite MR501 or MR502

Maximum participants 12

**NPAA courses help
prepare you to
engage confidently
with the media.**





EXERCISES AND DRILLS

TARGET AUDIENCE

- Communication Professionals
- Decision-Makers and Senior Leaders
- Emergency Management
- Emergency Medical Services
- Fire Services
- Government Agencies
- Health Care
- Law Enforcement
- Public Health
- Public Safety
- Social Media Managers
- Subject-Matter Experts

TRAIN TO PREPARE, EXERCISE TO RESPOND

Challenging and realistic exercises and drills are the best way to test preparedness and response capabilities. Our team is familiar with a wide range of hazards and exercise strategies. By providing virtual, tabletop or functional exercise platforms, we support scenario development, news media simulation, planning, evaluation and follow-up to ensure maximum value for participants.

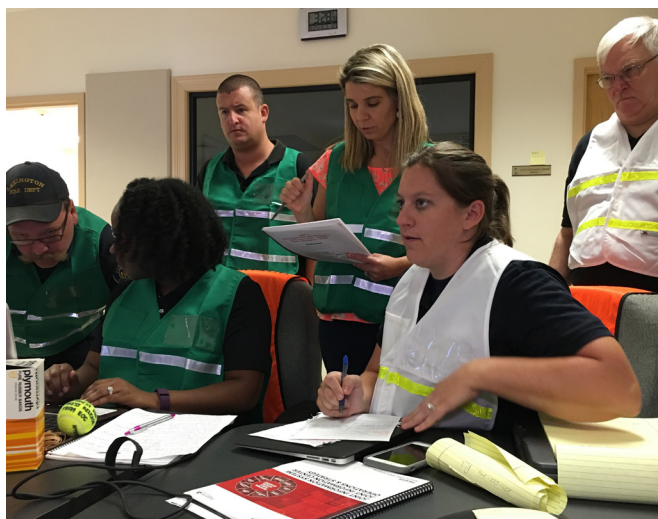
We use the Exercise Training Network (ETN), a comprehensive emergency management training tool developed for law enforcement, fire service, emergency medical services, public health, emergency management, healthcare systems, commercial nuclear industry, and local, state and federal government.

Training is a crucial element of emergency preparedness and scenario-based exercises provide the most realistic training sessions for emergency responders to practice decision making. ETN was created with that in mind and provides a multi-faceted digital platform that addresses several exercise needs.

Exercise capabilities include:

- All platforms for media-driven exercises in secure environment
- Virtual SimCell (Simulation Cell)
- Real-time online social media play
- Interactive radio, TV and newspaper simulations
- Experienced, expert evaluation and consultation

With our more than 25 years of experience, let us customize a remote or in-person drill or exercise that reinforces your planning, preparedness and training for any type of incident. Workshops are also available to share best practices and demonstrate how to incorporate realistic social media play into your drills and exercises.



The **National Public Affairs Academy** is a leading research and training group at Argonne National Laboratory. Studies have consistently shown that public affairs is much more than media relations. Public Affairs practitioners, leading social scientists and our team collaborate and research diverse topic areas, presenting unique opportunities to offer the most advanced training for emergency management communication professionals. Everything we do can be customized to meet the specific goals of your organization. Our commitment is to develop innovative tools, effective resource products and dynamic workshops for the public affairs community. From risk and crisis communication planning to the latest in social media methodologies and emerging technologies, you can count on our team to be forward-thinking and meet your consultation and training needs.

The **Public Affairs Science and Technology (PAST) Fusion Cell** at Argonne National Laboratory is a first-of-its-kind research and training facility, aimed at improving all aspects of public affairs pertaining to emergency management. Our mission “*Learn from the Past and Prepare for the Future*,” our vision, “*Bridge the Gap between Social Science and Public Affairs Practice*.”

Our intent is to:

- Monitor, observe and conduct real-time research on world crises and events;
- Partner with all tiers of government to identify more effective methods of communicating public and internal information;
- Identify training gaps and establish best practices for public affairs pertaining to emergency management; and
- Apply the science of communication to maximize the effectiveness and efficiency of critical messaging.

Contact National Public Affairs Academy for more information about our courses and how we can customize an exercise or drill that reinforces your planning, preparedness and training for any type of incident.

CONTACT

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pastfusion.egs.anl.gov



**U.S. DEPARTMENT OF
ENERGY**

Argonne National Laboratory is a
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